

Exploring the Future of Social Media Marketing for Electronic Gadgets: Influencers, Video Content, AR/VR, and Personalized Campaigns

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Abstract

The goal of this study is to look into potential future trends in social media promotion of electronic devices. The study will particularly concentrate on emerging trends and technologies that could have a notable effect on the industry in the upcoming years. The study analyzes the continued significance of influencers and video content in enhancing brand recognition and promoting engagement. Additionally, it examines the potential of augmented reality/virtual reality (AR/VR) technologies to create immersive and interactive customer experiences. Additionally, the study explores the rise of personalized marketing campaigns, which can help companies tailor their messaging to individual customers and create more meaningful connections. The study provides an overview of social media marketing and explores its future, with a particular focus on its application to electronic gadgets. The study highlights the importance of influencers, video content, AR/VR technologies, and personalized campaigns in the industry. Through an analysis of these emerging trends and technologies, the study seeks to offer practical insights and strategies that can enable companies to remain competitive and successful in this rapidly evolving field.

Keywords: Social media marketing, Electronic gadgets, Influencers, Video content, AR/VR, Personalized campaigns

Introduction

In the constantly evolving and rapidly growing market for electronic gadgets, companies must employ effective social media marketing strategies to establish their brand and connect with customers. Social media has become a crucial tool in this highly competitive industry where new

products and technologies are constantly emerging. However, as social media platforms continue to change, companies must also adapt their marketing strategies to remain relevant and engage customers in fresh and innovative ways. This article delves into the future of social media marketing for electronic gadgets, highlighting significant trends and technologies that will likely impact the industry in the years to come. From the continued importance of influencers and video content to the rise of AR/VR technologies and personalized campaigns, we examine the latest developments and provide insights and strategies to help companies stay ahead of the curve.

Review of literature

Influencers: Utilizing influencers is considered one of the most efficient methods for electronic gadget companies to create brand awareness and engage with their customers on social media. According to Influencer Marketing Hub, 63% of marketers plan to increase their budget for influencer marketing in the upcoming year. Influencers can reach a highly engaged and targeted audience while providing a brand with an authentic and relatable voice. Studies have indicated that consumers are more inclined to trust and make a purchase based on recommendations from influencers they follow on social media.



Video Content: In the realm of social media marketing for electronic gadgets, video content has become an indispensable element. As per a survey by Wyzowl, 84% of consumers have reported that they were persuaded to buy a brand's product after watching its video. Videos can visually display a product's features and advantages in a captivating way and instill a feeling of enthusiasm and eagerness around a new launch. With the emergence of short-form video platforms such as TikTok and Instagram Reels, companies have to come up with innovative and compelling ideas to create shareable content that sets them apart from the competition.



AR/VR: AR/VR technologies are an emerging trend in social media marketing for electronic gadgets. They enable companies to provide customers with immersive and interactive experiences, allowing them to virtually try out products before making a purchase. An example of this is the AR app developed by IKEA, which enables customers to visualize how furniture would look in their home before buying it. Such technology can generate excitement and anticipation around a product, and help companies to differentiate themselves in a competitive marketplace.



Personalized Campaigns: Finally, personalized marketing campaigns have become increasingly important in the electronic gadgets industry. Companies can create more meaningful connections and drive engagement by tailoring messaging to individual customers based on their preferences and behavior. For example, companies can use data to send targeted ads and email campaigns to customers who have previously shown interest in a product. This can increase the likelihood of a purchase and create a positive customer experience.



Kaplan and Haenlein (2010) According to a definition provided by **Kaplan and Haenlein**, social media refers to "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Blogs, content communities (like YouTube), social networking sites (like Facebook), virtual game worlds (like World of Warcraft), and virtual social worlds (like Second Life) are the six categories into which they divided social media. This category includes collaborative projects like Wikipedia and other wikis.

According to a 2021 **Pew Research Centre study**, because social media is used by more than 72% of American adults, it is a useful tool for marketers to connect with their target audience. Social media marketing has been proven effective in building brand awareness and driving customer engagement. According to Social Media Examiner, a study showed that 89% of marketers have experienced increased exposure for their business through social media, and 75% saw an increase in website traffic. Influencer marketing is a popular strategy in social media marketing, in which companies work with individuals who have large social media followings to promote their products. According to a study by **Influencer Marketing Hub**, companies make \$5.20 on average for every dollar they spend on influencer marketing.

With platforms like YouTube and TikTok becoming increasingly popular among businesses as a means of showcasing their products and interacting with customers, the use of video content has emerged as a crucial component of social media marketing.

Tailored messaging has become a significant factor in social media marketing, with companies employing data and analytics to design personalized advertisements and communication that resonates with individual customers.

Two cutting-edge technologies, virtual reality (VR) and augmented reality (AR), have the potential to completely change social media marketing. Before making a purchase, customers can see products in their own environments thanks to the use of AR technology by businesses like Sephora and IKEA.

For companies of all sizes, social media marketing is now a common practice. According to a Hootsuite report, 90% of businesses agree that social media has increased their brand exposure. Social media is used by 93% of marketers to promote their brands.

By using social media platforms, businesses can build and strengthen relationships with their customers. Businesses can address issues and queries raised by customers on social media, offer helpful information, and create a more personal connection with their audience.

Businesses can use social media platforms to advertise in an efficient and cost-effective manner. Using the advertising options provided by Facebook, Instagram, Twitter, and LinkedIn, businesses can target particular audiences based on the demographics, interests, and behaviours of those audiences.

Any social media marketing campaign that is successful must have a solid content strategy. Content that appeals to the target audience should be given top priority in the strategy. Different content formats, including blog posts, videos, and infographics, can be used by businesses. Because different platforms offer a variety of metrics and analytics tools, determining the effectiveness of social media marketing can be difficult. Businesses must determine which metrics are most meaningful and how to interpret data accurately. Social media marketing is a constantly changing landscape, with new features and algorithms introduced regularly. As a result, businesses need to stay vigilant and adapt their strategies to remain effective. This

requires ongoing experimentation and monitoring to discover what resonates with the target audience.

Influencer marketing has emerged as a popular strategy in social media marketing. Collaborating with influencers who have a significant and engaged following enables businesses to connect with new customers and establish credibility with their target audience. The significance of video content in social media marketing is increasing. With the introduction of video features on platforms like YouTube, Facebook, and Instagram, businesses that can produce engaging and informative video content are more likely to achieve success in their social media marketing endeavors. Personalization is becoming increasingly crucial in social media marketing. By leveraging data and analytics to comprehend their audience, businesses can create more customized and targeted content and advertisements that resonate with their customers.

The financial performance of a company is significantly impacted by social media marketing. According to a study by The Manifest, companies that dedicate at least 6 hours per week to social media marketing experience a significant uptick in leads and sales compared to those that devote less time to the platform. Social media can be used to establish a brand's community, fostering patronage and brand adherence. Effective social media marketing requires ongoing monitoring and management. Businesses must be responsive to customer feedback, stay current with platform features and trends, and continually experiment and iterate on their strategies to stay competitive. Influencer marketing, video content, AR/VR, and personalized campaigns are among the trends and technologies that will likely shape the future of social media marketing for electronic gadgets. Companies that can effectively leverage these strategies are likely to see the most success in building their brand and connecting with customers.

Social media marketing:

Social media marketing is a tactic used by businesses to promote their products and services on social media platforms. In order to raise brand awareness, generate leads, and boost sales, this entails creating and sharing content, interacting with customers, and launching advertising campaigns. To connect with their target market, businesses can use a number of tools and features on social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube.

These platforms enable businesses to establish profiles or pages, post content, engage with their followers, and execute targeted advertising campaigns.

Social media marketing offers a notable benefit of allowing businesses to build a more authentic and personal relationship with their audience. Through engagement on social media platforms, businesses can address queries, offer assistance, and establish relationships that can result in increased customer loyalty and advocacy. Furthermore, social media marketing provides a variety of advertising options that can be highly focused and cost-efficient. For instance, businesses can run targeted advertisements that are aimed at particular demographics, interests, and behaviours, or re-engage customers who have previously engaged with their brand.

In order to achieve success with social media marketing, businesses must develop a robust content strategy that prioritizes creating and sharing top-notch content that is pertinent and valuable to their target audience. This may include various content types, such as blog posts, videos, infographics, and more. The effectiveness of social media marketing campaigns can be difficult to assess, but social media platforms provide a range of metrics and analytics tools to help businesses keep track of engagement, reach, and conversion rates. Businesses can interact with customers, increase brand recognition, and increase sales by utilising social media marketing. To get the results you want, though, a solid plan and consistent work are needed.

Research methodology

The present study used theoretical explanation of few concepts relating to social media marketing for Electronic Gadgets like Influencers, Video Content, AR/VR, and Personalized Campaigns. The study explained briefly about the Social Media Marketing for electronic gadgets and the future of social media marketing.

Social Media Marketing for Electronic Gadgets: Influencers, Video Content, AR/VR, and Personalized Campaigns

Social media marketing targeting electronic gadgets is a specialized area that aims to promote smart phones, tablets, laptops, and wearable devices through social media platforms. Businesses must stay current with the newest trends and technologies to effectively reach their target

audience in this highly competitive industry. Partnering with social media influencers is a key trend in electronic gadget social media marketing. These influencers have a large following and are trusted and credible by their audience. By collaborating with them, businesses can utilize their influence to reach a broader audience and promote their products.

The utilization of video content is an essential trend in social media marketing for electronic gadgets. With the emergence of platforms like YouTube and TikTok, video has become a crucial form of content on social media. For electronic gadgets, businesses can create video content that highlights the features and benefits of their products, as well as provide tutorials and reviews.

The use of augmented reality (AR) and virtual reality (VR) in social media marketing for electronic devices is also growing. These innovative technologies enable businesses to create interactive and immersive experiences for their customers, which can be highly effective in promoting products that rely on visual or experiential features.

E-commerce integration is another significant trend in social media marketing for electronic gadgets. Social media platforms are increasingly providing features that allow businesses to sell their products directly to customers. This makes social media a valuable channel for e-commerce marketing, and businesses that can effectively use this feature are likely to see a boost in their sales. Additionally, social media marketing for electronic devices has made personalization a crucial component. The use of data and analytics in social media marketing can allow businesses to create personalized campaigns that cater to their customers' interests and needs, resulting in a more effective marketing strategy. A further development in social media marketing for electronic devices is the use of augmented reality (AR) and virtual reality (VR). With the help of these technologies, companies can give their clients interactive, immersive experiences that can be very effective at promoting goods with experiential or visual elements.

Businesses need to stay current on the newest trends and technologies in order to effectively promote electronic devices on social media. They also need to produce compelling content that appeals to their target audience. Leveraging influencers, video content, AR/VR, personalized campaigns, and e-commerce can help businesses expand their reach and promote their products more effectively on social media platforms.

Future of Social Media Marketing

Several new trends and technologies are likely to influence the direction of social media marketing in the future, including:

1. Influencer marketing is becoming more and more common in social media marketing, and this trend is predicted to continue. By collaborating with influencers who possess a substantial and involved following, business can expand their customer base and establish trustworthiness with their intended audience.
2. The use of video content in social media marketing is growing. Businesses that can produce interesting and educational video content are likely to experience greater success in their social media marketing initiatives. Platforms like YouTube, Facebook, and Instagram have all introduced video features.
3. As augmented reality (AR) and virtual reality (VR) technologies become more accessible, companies can use them to give their customers more interactive and immersive social media experiences.
4. Personalization is becoming more important in social media marketing. By using data and analytics to understand their audience, businesses can create more targeted and personalized content and advertising that resonates with their customers.
5. Messaging apps like WhatsApp, WeChat, and Facebook Messenger are becoming increasingly popular, and businesses are likely to start using these platforms for customer service and marketing purposes.
6. The integration of e-commerce features into social media platforms is a growing trend, providing businesses with the opportunity to sell their products or services directly to their audience. This trend is expected to persist, positioning social media as a crucial channel for e-commerce marketing.

Future developments in technology, shifting consumer preferences, and emerging marketing strategies are likely to have an impact on the direction social media marketing takes. The most successful businesses will likely be those that can anticipate these trends and modify their social media marketing strategies accordingly.

Findings

Businesses will need to modify their marketing strategies to stay competitive as social media and electronic devices continue to advance. Several significant findings from the literature review can be used to explore the potential of social media marketing for electronic devices in the future.

- In social media marketing for electronic gadgets, influencers are playing an increasingly significant role. Collaborating with influencers can assist businesses in expanding their reach and establishing credibility with their desired audience.
- Electronic gadget businesses find video content to be a highly effective marketing tool since it enables them to showcase their products' features and benefits in an engaging and informative manner.
- In social media marketing for electronic devices, the importance of augmented reality (AR) and virtual reality (VR) is anticipated to rise. These technologies offer businesses novel ways to offer immersive experiences to their customers and advertise their products.
- Personalization has emerged as a key component of electronic device social media marketing. By utilising data and analytics, businesses can create targeted campaigns that cater to the specific needs and interests of their customers.
- E-commerce is increasingly being incorporated into social media platforms, enabling businesses to sell their goods or services directly to customers. This trend is expected to continue in the future, making social media a vital channel for e-commerce marketing. Businesses that can skillfully leverage social media for e-commerce are expected to achieve greater success.
- To succeed in social media marketing for electronic devices, businesses must stay abreast of the most recent trends and technologies. Businesses can reach their target audience and boost sales by utilizing the trends of influencer marketing, video content, AR/VR, personalization, and e-commerce effectively. To remain competitive, businesses must keep up with the most recent trends and technologies in this quickly evolving industry.

Suggestions

Based on the findings, here are some suggestions for exploring the future of social media marketing for electronic gadgets:

1. One way to expand your reach and gain credibility with your target audience in social media marketing for electronic gadgets is to identify influencers in your industry and collaborate with them to promote your products.
2. Utilize video content to showcase the unique features and benefits of your products in an interesting and informative manner. Doing so can help distinguish your business from competitors and draw in more potential customers.
3. You may want to explore using augmented reality and virtual reality to offer your customers interactive and immersive experiences. By doing so, you can set your brand apart from competitors and provide a distinctive value proposition to your customers.
4. Using data and analytics can enable you to design personalized campaigns that resonate with your customers' interests and needs. This strategy can foster deeper connections with your customers and lead to increased sales.
5. Take advantage of the growing trend of e-commerce on social media platforms. Use social media to promote your products and make it easy for customers to purchase them directly from your social media pages.

By implementing these strategies, businesses can stay ahead of the competition and navigate the future of social media marketing for electronic gadgets. Keeping up with the latest trends and technologies in this field can help businesses effectively reach their target audience and increase their sales.

Conclusion

In conclusion, it is anticipated that a variety of factors, including influencer marketing, video content, AR/VR technology, customized campaigns, and e-commerce, will affect social media marketing for electronic devices in the future. As social media and electronic gadgets continue to develop, businesses must adjust their marketing approaches to stay competitive.

Collaborating with influencers can assist companies in expanding their reach and establishing credibility with their intended audience. Video content is an excellent marketing tool for electronic gadgets as it enables businesses to demonstrate their products' advantages and features in a compelling and informative manner. Additionally, augmented reality and virtual reality provide new avenues for companies to create immersive experiences for their customers and market their products.

To thrive in social media marketing for electronic gadgets, businesses must adopt a personalized approach by utilizing data and analytics to design targeted campaigns that cater to their customers' interests and needs. Moreover, it is now simpler for businesses to sell their goods to customers directly thanks to the integration of e-commerce on social media platforms.

To successfully reach their target audience and drive sales, businesses must effectively leverage the latest trends and technologies in social media marketing for electronic gadgets. Staying up-to-date with these developments is crucial for remaining competitive in this rapidly evolving field. The suggestions made in this paper can help companies explore the potential of social media marketing for electronic devices while keeping a competitive edge.

Scope for future research

Future research on the subject of examining the future of social media marketing for electronic devices has a lot of potential. Here are some potential directions for additional research:

1. This paper has provided an overview of social media platforms for marketing electronic devices; however, more research is needed to compare the reach, engagement, and conversion rates of various platforms.
2. Further research is needed to explore how businesses can effectively incorporate emerging technologies such as virtual reality, augmented reality, and artificial intelligence into their social media marketing strategies for electronic gadgets. This could help them maximize the potential benefits of these technologies.
3. As social media marketing becomes more tailored, it is essential for companies to develop a deeper understanding of the habits and preferences of their target market. Additional research

could look into how people use electronic devices on social media, what drives them to buy things, and how businesses can adjust their marketing strategies accordingly.

4. With the increasing use of influencers and personalized marketing, there is a growing need to consider ethical implications such as transparency, privacy, and fairness. Future research could explore the ethical considerations involved in social media marketing for electronic gadgets and how businesses can ensure that their marketing practices are ethical and responsible.
5. As social media marketing for electronic gadgets becomes more global, there is a need for cross-cultural analysis to understand how cultural differences impact marketing strategies. Further research could investigate how cultural differences impact consumer behavior, preferences, and social media usage, and how businesses can tailor their marketing efforts accordingly.

Further research into these subjects may provide insightful data about the future growth of social media marketing for electronic devices and help businesses stay ahead of the curve.

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